

Mentality in Media Linguistic Landscape: Axiological Aspect

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ABSTRACT

The paper examines the axiological aspects of the evaluative component coded in each national language and represented by different means of language at a derivative and lexical level - by means of self-explanatory lexemes with implicitly put in intrinsic evaluative semantics, by means of lexemes, pertaining to one and the same synonymic row, by means of word-combinations - free and phraseological ones. The mechanism of expressing assessment in language "good - bad - neutral" is presented; it is based on the axiological triad "good - evil - nature" and represents the approach of juxtaposing in the human consciousness of the properties and qualities of objects and phenomena with the generally accepted norm. The deviations from the norm are axiologically marked and identify the national-specific features presented at the linguistic level.

KEYWORDS: *approach, linguistics, scientific, explanation, natural*

As a theory of values axiology is a science of the nature of values, of their place in reality and of the structure of the world of values, in other words of the relationship between the different values, between them and the socio-cultural factors, as well as of the spiritual structure of personality. The assessment component through the nation's value system is "encoded" in the national language system by the existing in each society assessment criteria based on its specific cultural model. The study of "language as a verbal cultural code and as a creator of culture" (Tolstoy 1995: 24) is essential for the study of the cultural semantics of the linguistic signs formed by the interaction of the two different codes - the linguistic and cultural ones. This is applicable, since language signs can also function as a "language of culture", which materializes through the intrinsic to language ability to reflect the national-cultural mentality of the respective linguistic personalities.

Values that arose as spiritual pillars of man at the dawn of human history, "hierarchise" reality, bring valuational touches into its meaning, relate to the idea of the ideal, desirable, normative or unacceptable, and recommend certain behavior. The significance of the value orientations for one or another ethnicity has determined their "coding" in the system in every national language - mainly in vocabulary, especially in the phraseological and proverbial fund. Such "coding" is done primarily by including the evaluation component in the denotational or connotative meaning of the word, and the stylistic and metaphorical means of the phraseological units, proverbs and sayings conveying messages to the next generations. Therefore, we support V. Telia's view that "the emotionally valued attitude is determined by the worldview of the people - the native speaker of a particular language, by its cultural and historical experience, by the system of assessment criteria existing in

the given society" (Telia 1986: 39). Based on the definition of the cultural code, we should refer in parallel with it to the notion of a norm considered in two aspects, representing two facets of a whole - the cultural and linguistic norm. "Cultural norm embraces rules, standards, prescriptions, templates, institutions and boundaries the breaking of which is unacceptable, as that would be a violation of the rules of a given culture and would trigger the negative reaction of a given cultural community. Linguistic norm is usually understood as the set of the most persistent, language-enhancing linguistic means and their usage rules that have been adopted by the given society at a given time" (Wierzbicka, cit., Trazanova 2010: 69). What is linguistics? Basically, linguistics is a scientific study of language or language is a sphere of linguistic study. The task of linguistics is to explain the nature of human language, through active involvement in the description of languages - each viewed as an integrated system - together with explanation of why each language is the way it is, allied to the further scientific pursuits of prediction and evaluation (Dixon, 2010). Thus, what is language? Naturally, language is based on the concept of natural sounds (Yule, 2010: 2). Language is a species-specific human capacity, that there are very deep and restrictive principles that determine the nature of human language and are rooted in the specific character of the human mind (Chomsky, 2006). However, a central function of language is to enable communication, and the organization of linguistic forms has some relation to the organization of meaning (Fabb, 2006). On the contrary, language is viewed as carrying out a specific communicative function by providing the collective with a presumption of communicability (Sebeok, 2001). By understanding those language's definitions, we can comprehend that language is a means of a human being to be used in expressing an idea or communicating something such as apologizing, thanksgiving, glorifying, and any other language use, the moreover, language used for various purposes in society. As mentioned by Richardson (2007), language use exists in a kind of dialogue with society: language is produced by society and (through the effect of language use on people) it goes on to help recreate it. Language first represents social realities and second contributes to the production and reproduction of social reality or social life. Related to the language use, in the present day, there are so many media and forms how the language are used as a tool of communication by human being both in verbal or non-verbal language, for example graffiti (writing or drawing on the street), label or signboard, and other signs in public area. Unconsciously, those signs can be interpreted its meaning, messages, purposes and contexts. However, language is all around us in textual form as it is displayed on shop windows, commercial signs, posters, official notices, traffic signs, etc (Gorter, 2006). They are discourses that represent or portray a social phenomenon actually, otherwise, they have linguistic features too. It is the attention to language in the environment, words and images

displayed and exposed in public spaces, that is the center of attention in this rapidly growing area referred to as linguistic landscape.

As already mentioned above, languages in the environment are spheres of linguistic landscape. Yet, aside from obtaining the linguistic landscape's definition, why 'landscape' embodied within this linguistics study? The word 'landscape' as a noun has basically two meanings. Firstly, more literal meaning, as the piece or expanse of scenery that can be seen at one time from one place. Secondly, a picture representing such a view of natural inland scenery, as distinguished from a sea picture or a portrait. In the studies of the linguistic landscape presented here, one can say that both meanings are also used. On the one hand the literal study of the languages as they are used in the signs, and on the other hand also the representation of the languages (Gorter, 2006). Furthermore, landscape, or more generally 'environment', provides an interesting domain of human categorisation and labelling for a number of reasons. Landscape is a linguistic domain of considerable interest in its own right and one that provokes questions of general significance to language science (Burenhult & Levinson, 2008). On the contrary, Jaworski & Thurlow (2010:12) expressed that landscape is the way of seeing. It means that a landscape is a space or view which contains various things surrounding us including activities of human beings like doing conversation, playing game, going shopping, and so on. Similar to Kallen (2010) stated that in areas of the landscape such as portals, where mobility and technology are to the fore. Therefore, a basic question, what is linguistic landscape? Linguistic landscape, this term, firstly coined by Landry & Bourhis (1997) as the visibility and salience of languages on public and commercial signs in a given territory or region. In line with another expert's opinion pointed out that linguistic landscape is the study of writing on display in the public sphere (Coulmas, 2009; Gorter, 2017). In addition, linguistic landscape focuses on the representations of language(s) in public space. It can be understood that the linguistic landscape discussed all writings in a public area such as a banner and the name of a certain store. As pointed out by Mensel, Vandenbroucke, & Blackwo (1997) that its object of LL study can be any visible display of written language (a "sign") as well as people's interactions with these signs. In addition, linguistic landscape, which refers to linguistic objects that mark the public space, i.e. inscriptions? or LL items? includes any written sign found outside private homes, from road signs to names of streets, shops and schools (Shohamy, Ben-Rafael, & Barni, 2010 ; Kallen, 2010). At first glance it can be seen that study is similar to semiotics, but study of the linguistic landscape is concerned with language in its written form, in the public sphere; language that is visible to all through texts such as billboards and other public signs (Torkington, 2009). The following researches, related to the current issue, told us

how Language Landscape influences people, student's mind, and also its effect on language teaching. Firstly, Przymus & Kohler (2017) revealed in their research that "hidden agendas" and "implicit messages" are commonly used to describe the influence of linguistic landscape on language ideologies and subsequent pedagogical decisions in schools. If we viewed the research result above, it was similar to critical discourse analysis that preferred hiding the ideology beyond the word within. Likewise, Alsaif & Starks (2018) argued that the meaning of the LL arises from the languages present, their content, whether the languages on the signs are represented monolingually or multilingually, the medium of the signs and the domains in which they occur.

Based on the linguistic landscape review, it can be concluded that LL tends to occur in massive people such as in metropolitan cities because LL is identical with commercial signs so people are required to be influenced. Typical linguistic landscape can be called as a marker of the progress of the city, just look at the writings or posters surrounding us about product advertising that always covers the road space, and some symbols in public area. Notwithstanding the foregoing linguistic landscape is a fertile tool for research into grassroots socio-cognitive engagement with multilingualism.

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